

ABSTRACT OF THE DISCLOSURE

An R-T-B system rare earth permanent magnet, which is a sintered body comprising: a main phase consisting of an $R_2T_{14}B$ phase (wherein R represents one or more rare earth elements (providing that the rare earth elements include Y), and T represents one or more transition metal elements essentially containing Fe, or Fe and Co); and a grain boundary phase containing a higher amount of R than the above main phase, wherein a product that is rich in Zr exists in the above $R_2T_{14}B$ phase. The product that is rich in Zr has a platy or acicular form. The R-T-B system rare earth permanent magnet containing the product enables to inhibit the grain growth, while keeping a decrease in magnetic properties to a minimum, and to obtain a wide suitable sintering temperature range.

Selected Figure: FIG. 6